

2015

Stylebook and Publication Guidelines



Introduction

College publications are a primary communication link between Allan Hancock College and the people we serve. These publications inform, influence, and stimulate the public in obvious and subtle ways. The following guidelines and procedures will not only streamline efforts but also help to establish and maintain a consistent publications style and brand representative of Allan Hancock College and its image, mission, and goals. Positive recognition occurs when an institution presents itself consistently over time. We hope this stylebook will guide you in representing Allan Hancock College consistently and with integrity.

This is the 12th anniversary edition of the AHC stylebook. Some information has changed and much more has been added. Please take some time to familiarize yourself with the content and, as always, feel free to contact the Public Affairs & Publications office with questions or comments.

A Word about Style...

For the purposes of this handbook, “style” signifies the use of spelling, punctuation, capitalization, hyphenation, and related matters in publications.

Why does style matter? Do readers notice when you capitalize incorrectly or mistakenly use a period outside of a quotation?

The answer is that some do and some don’t. Those who do notice may question our credibility or our attention to detail. But, even those who can’t point out an errant comma or incorrect capitalization still receive subtle messages from our publications.

There is one major guiding principle to follow when it comes to style: Be consistent. A specific approach is not as important as consistent adherence to a style. Do not capitalize “Board of Trustees” in one place and use it lowercase in another. Once you have chosen a rule, apply it throughout the piece.

The rules outlined in this publication are those used by the Public Affairs and Publications office, as dictated by common usage, the Associated Press Stylebook, and the wishes of the administration at Allan Hancock College.

These grammatical and usage guidelines should be adhered to throughout the college in communication with the public. If you have any questions, please call Public Affairs at ext. 3382.

For words or punctuation rules not covered in this stylebook, refer to a Webster’s New World Dictionary of the American Language, Merriam-Webster’s Collegiate Dictionary, or call Public Affairs for clarification at ext. 3382.

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Stylebook

a, an – Use the article ‘a’ before consonant sounds: a historic event (the ‘h’ is not silent); a one-year term (sounds as if it begins with a ‘w’); a united stand (sounds like you). Use the article ‘an’ before vowel sounds: an energy crisis; an honorable man (the ‘h’ is silent); an NBA record (sounds like “en”); an 1890s celebration.

acronyms – Do not use acronyms that the reader would not quickly recognize. An acronym is a word formed from the first letter or letters of a series of words: HMO (health maintenance organization). An abbreviation is not an acronym. In most cases, when using an acronym, spell out the name in the first reference, followed by the acronym in parentheses. Then you may use the acronym alone: Peer counseling is one service of the Extended Opportunities Program and Services (EOPS). The EOPS staff is well-prepared.

academic degrees and certificates – Capitalize if naming complete degree; lowercase the area of study.

Example: Susan earned a Bachelor of Arts in history. She has a bachelor’s degree.

Use an apostrophe in bachelor’s degree, master’s, etc., but there is no possessive in Bachelor of Arts, or Master of Science. Also, there is no possessive for an associate degree. (not associate’s degree) Use abbreviations such as B.A., M.A., LL.D., and Ph.D. set off by commas: John Snow, Ph.D., spoke.

- Associate in Arts.....A.A.
- Associate in Science.....A.S.
- Bachelor of ArtsB.A.
- Bachelor of Science.....B.S.
- Master of Arts.....M.A.
- Master of ScienceM.S.
- Master of Business Administration.....M.B.A.
- Master of CounselingM.C.
- Master of EducationM.Ed.
- Doctor of Philosophy.....Ph.D.
- Doctor of Business Administration.....D.B.A.
- Doctor of Education.....Ed.D.
- Licensed Vocational NurseLVN
- Registered Nurse.....RN

Certificate of Achievement: Approved by the state and posted on students' official transcript

Certificate of Accomplishment: Posted on students' record but not on the official transcript

academic departments – With academic departments, use lowercase letters except for words that are proper nouns or adjectives: the department of history, the history department, the department of English, the English department, or when department is part of the official and formal name:

Allan Hancock College Mathematical Sciences Department (*see page 9 for non-academic department capitalization*)

academic titles – Capitalize and spell out formal titles such as chancellor, chairman, etc., when being used before a name: Chancellor John Smith.

Use lowercase elsewhere: "The chancellor will speak at the event."

academy – Capitalize academy when it is part of a name of title, but lowercase the academy whenever it stands alone. *Examples:* The Allan Hancock College Law Enforcement Academy; The academy is offered in the fall and spring semesters.

acronyms – *see abbreviations and acronyms*

addresses – Use the abbreviations Ave., Blvd., and St. only with a numbered address: 1600 Pennsylvania Ave. Spell them out and capitalize when they are part of a formal street name without a number: Pennsylvania Avenue. Lowercase and spell out when used alone or with more than one street name: Massachusetts and Pennsylvania avenues. The words alley, drive, road, terrace, etc. are always spelled out. Capitalize them when they are part of a formal name without a number; lowercase when used alone or with two or more names.

Always use numerals for an address number: 800 South College Drive. Spell out and capitalize First through Ninth when used as street names: 7 Fifth Ave.

administration – lowercase

administrator – never abbreviate. Capitalize when used as a formal title. (*see titles*)

affect/effect – affect as a verb means to influence. *Example:* The game will affect the standings. Effect is most often used as a noun and means result. *Example:* The effect was overwhelming.

all right (adv.) – never alright.

alma mater

alumnus, alumni, alumna, alumnae – use alumnus (alumni in the plural) when referring to a man who has attended the school. Use alumna (alumnae in the plural) for women. Use alumni when referring to a group of men and women, never alum.

annual – Do not use the term “first annual.” An event cannot be described as annual until it has been held for at least two successive years.

award-winning

baccalaureate

brand-new (adj.)

boardroom

board of trustees – Capitalize only when using with the full title.

Examples: Allan Hancock College Board of Trustees; The board meets Tuesday; the board of trustees passed the resolution last night.

bookstore

buildings – Capitalize building names. Do not capitalize the word “building” with the building’s name or letter reference. Use either building or bldg. but whichever you choose be consistent with its use throughout your document.

Example: The Community Education building is also called building S or bldg. S.

capitalization – Overuse of capitals is a common mistake. It works against the success of publications. Instead of smoothly flowing with the text, the eye must pause and rise each time it takes in a capital letter. We read by focusing on the shapes of words. Anything that makes a reader slow down increases chances that the reader will simply stop reading.

IN FACT, USE OF ALL CAPITALS IN A LARGE BLOCK OF TYPE CAN BE VERY FATIGUING TO READ AND SHOULD BE AVOIDED WHENEVER POSSIBLE. CAPS ARE SIMPLY HARDER TO READ AND SUGGEST THE WRITER IS YELLING.

Do Capitalize:

- course titles *Example:* Introduction to Graphic Design
- department/program names other than academic departments
Example: Learning Assistance Program (see departments)
- committees, when using a full title *Example:* Technology Advisory Committee)
- councils *Example:* Facilities Council)
- nationalities *Example:* British, French)
- regions (see directions and regions)
- building names (see buildings)
- days of the week
- months

Don't Capitalize:

- academic degrees (see academic degrees)
- generic nouns (unless they are part of a proper name) *Example:* The members of the board voted no. The members of the Allan Hancock College Board of Trustees voted yes.
- office (unless it is part of an official name) *Example:* Our office policy is not the same as the office policy at the Santa Barbara County Education Office.
- academic department names (see departments)
- occupational titles *Example:* He is an excellent welder. She is an airline pilot.
- semesters *Example:* fall semester
- seasons
- directions (see directions and regions)
- campus

campus wide – *Example:* The event is taking place campus wide.

campus-wide – hyphenate when used as a modifier. *Example:* The club is sponsoring a campus-wide event.

college – capitalize only when part of a proper name.

county – capitalize only when an integral part of a proper name. *Example:* Santa Barbara County (Exception is the plural-Santa Barbara and San Luis Obispo counties).

coursework

cross-cultural

date and time: Use a.m., p.m., (lowercased with periods) and abbreviate a month only when it is accompanied by a specific time or day of the month:

He was born on Sept. 24. He was born in the month of September.

(see also: months and days of the week)

daylong

dean – capitalize when used as a formal title before a name. *(see titles)*

Dean’s List – uppercase in all uses. (This is contrary to AP Style.)

departments – Capitalize department names other than academic departments.

Example: The fine arts department is located in building F, and Admissions and Records is located in building A.

Do not capitalize specific academic programs, disciplines, or departments.

Example: A Certificate of Achievement in human behavior is available through the applied behavioral sciences department.

directions and regions – Directions are not capitalized if they refer to compass directions; however, they should be capitalized if they refer to a region, are part of a proper name, or denote a widely known section of a city or state.

Example: The college is located in Santa Maria, in the heart of the Central Coast.

Example: Santa Maria is on the West Coast of the United States.

It is north of Santa Barbara.

e.g. – meaning “for example,” and is always followed by a comma (from Latin *exempli gratia*). For use only in informal, or expedient material. Different from *i.e.*, which means “in other words.”

email

everyone, every one – one word when used as a pronoun meaning all persons.

Example: Everyone wants to be happy. Two words when it means each individual item.

Example: Every one of these clues is useless.

extracurricular

Facebook – uppercase, one word.

first come, first served – NOT first come, first serve.

four-year degree

full-time (adj.) – *Example:* He is a full-time dad.

full time – *Example:* She is working full time.

further/farther – further refers to degree or extent.

Example: let's pursue this argument no further. Farther refers to physical distance.

Example: We will drive no farther tonight.

GPA

hands-on (adj.)

high-tech

home page – two words, lowercase

hometown

i.e. – abbreviation for Latin words meaning 'in other words' and is always followed by a comma. Different from e.g., which means 'for example.'

interdisciplinary

Internet – one word, capitalize.

intranet

it's/its – it's is a contraction for 'it is' or 'it has.' *Example:* It's up to you. It's been a long time. Its is the possessive of it. *Example:* The company lost its assets.

lifelong

lay – to put or place something down. *Example:* please lay the report on the desk.

lie – to rest or recline. *Example:* we asked the sick employee to lie down.

login, logon, logoff (n.) – *Example:* Please enter your login information to access myHancock. I see only three logons and logoffs from this account.

log in, log off (v.) – *Example:* I have to log in to my computer. Don't forget to log off before you go home for the weekend.

long term – *Example:* The college is planning for the long term.

long-term – *Example:* The college has developed a long-term plan.

midsemester

months of the year – Always capitalize. Abbreviate when used with a specific date. Abbreviations are: Jan., Feb., Sept., Oct., Nov. and Dec. Do not abbreviate March, April, May June, and July. When a phrase lists only a month and a year, do not separate by a comma. *Example:* June 2015. When a date includes three or more components, do separate with commas. *Example:* Tuesday, July 22; July 22, 2014; Tuesday, July 22, 2014.

multicultural

multilingual

myHancock

noncredit

nonresident

no one

Numbers and Symbols – Numbers from one to nine should be spelled out. Express numbers 10 and higher as numerals (e.g., 10, 11, 12, 100, 563). *Example:* The teacher ordered three books for her class. She didn't order 10 books.

Exceptions include ages, dimensions, formulas, speeds, weights, and when showing percentages. *Example:* The 8-year-old girl is taking college classes. The painting is 3 feet wide by 8 feet tall. Only 5 percent of the class has taken art before.

More number rules:

- Always use numerals for ages. *Example:* He is 18 years old.
- Spell out any number that is the first word of the sentence.
- Take out the .00 following a dollar amount or the 00 following a time of day.
- Do not use "st""rd" or "th" after numbers in a date. *Example:* June 3... April 7... January 21. NOT: June 3rd... April 7th... January 21st
- Use figures to express percentages. Spell out the word "percent" rather than using the percent sign (%). Exception: when using in a table or tabulation. *Example:* Enrollment rose 12 percent. NOT: Enrollment rose 12%.

off campus, on-campus – hyphenated when used as an adjective.

Example: Students live off campus because there is no on-campus housing.

ongoing

online – one word in all cases when referring to a computer connection

overall

part-time (adj.) – *Example:* She is a part-time student.

part time (n.) – *Example:* John is working part time in the writing lab.

postgraduate

preprofessional

preschool

re-entry

RSVP – Means “respond if you please.” Do not say “please RSVP” because it is redundant.

SAT

socioeconomic

self-addressed

short-term (adj.) – He was a short-term employee.

short term (n.) – He was happy with the result for the short term.

they’re – a contraction for they are.

there – an adverb indicating direction. *Example:* We went there for dinner.

their – a possessive pronoun. *Example:* We went to their house for dinner.

time of day – Use figures except for noon and midnight. Do not use o’clock, instead use a.m. or p.m. (lowercase letters with periods in between). Use a colon to separate hours from minutes. *Example:* 3:30 p.m. If there are no minutes specified, there is no need for zeros. *Example:* 4 p.m., not 4:00 p.m.

titles – In general, confine capitalization to formal titles used directly before an individual’s name. *Examples:* Governor Jerry Brown gave the keynote address. Jerry Brown, governor of California, gave the keynote address. The governor gave the keynote address.

two-day class

two-year degree

under way – always two words, not one.

union – capitalize only when referring to the proper name of the Northern states during the Civil War. *Example:* The Union soldiers faced a tough battle at Gettysburg.

weeklong (adj.)

Web – always capitalize when referring to World Wide Web

website – one word, do not capitalize.

Wikipedia – an online encyclopedia.

World Wide Web – always capitalize.

workday

work force – two words.

workload

workplace

work-study

workweek

worldwide

year-end

yearlong

year-round

YouTube – capital ‘y’ and capital ‘t’. one word.

Correct spelling and capitalization for commonly used words and phrases at Allan Hancock College

Allan Hancock College

Hancock (on second reference only); never Hancock College

Allan Hancock Joint Community College District

South Campus

Santa Maria campus (uppercase Campus when used in a headline)

Lompoc Valley Center

Vandenberg AFB Center

Solvang Center

Spectrum

Plant Services

Public Safety Training Complex

START session

Financial Aid office

Academic Resource Center

the college (not the College)

the campus (not the Campus)

city of Santa Maria

state of California

Santa Barbara County

board of trustees (not Board of Trustees unless using complete title)

Allan Hancock College Board of Trustees

Guide to Punctuation

Punctuation

Used properly, punctuation can be the reader's best friend. It provides a road map through a maze of ideas, telling the reader when to pause, which words to put with which ideas, and generally how to organize the material at hand.

Commas (,):

A comma is used to separate an introductory clause or phrase from the main clause.

Example: Welcome, we will be taking questions shortly.

Use a comma before the "and" (or other conjunction) that precedes the final element. This is called a terminal comma. *Example:* The three sections were green, blue, and red. He would nominate Tom, Dick, or Susan. Exception: in news releases and other items sent to the media, the college adheres to AP Style and does not use the terminal comma.

Semicolons:

In addition to using semicolons in a series instead of commas if any item in the series needs to be set off by commas, semicolons are used to link clearly related independent clauses. A semicolon sometimes replaces "and" or other conjunctions.

Example: The package was due last week; it arrived today. Not: The package was due last week; an earthquake hit Japan.

In a series, use semicolons instead of commas if any item in the series needs to be set off by commas: *Example:* The workshop will cover confident parenting; choosing child care in Santa Barbara, Ventura, and San Luis Obispo; and nutrition.

Commas are often used in pairs to set off a parenthetical, descriptive, or explanatory phrase within a sentence: *Example:* The legislator, usually supportive of education, voted against the measure. Mrs. Diaz, a school teacher, was surprised by the vote.

Not: Mrs. Diaz, a school teacher was...

Colons:

The most frequent use of a colon is at the end of a sentence to introduce lists, tabulations, or texts. *Example:* She will be bringing several items to the meeting: paper, pencils, cards, and forms.

Capitalize the first word after a colon only if it is a proper noun or the start of a complete sentence. *Example:* He promised this: The company will correct the problem.

Not: He had only one hobby: Sleeping in late.

The colon often can be effective in giving emphasis. *Example:* He had only one hobby: eating.

Use a colon for dialogue. *Example:* Announcer: Welcome to our orientation.

Use a comma, not a colon, to introduce a direct quotation of one sentence that remains within a paragraph. *Example:* Dr. Walthers said, "Allan Hancock College is committed to preparing students for transfer."

Place colons outside quotation marks unless they are part of the quotation.

Quotation Marks:

The period and the comma always go within quotation marks. The dash, semicolon, question mark, and the exclamation point go within the quotation marks when they apply to the quoted matter only. They go outside when they apply to the whole sentence.

Example: "There is power in partnership," he said, "so join us now." "Am I going, too?" she asked. Is this what you said: "I love you"?

Avoid isolating a single word by setting it off with quotes. It is usually unnecessary.

However, as a test, see if the sentence makes sense without the quotes. *Example:* He considered it odd. Not: He considered it "odd."

Example: Put a comma before the "and" in the sentence. Not: Put a comma before the and in the sentence.

A word or words being introduced to readers may be placed in quotation marks on first reference. *Example:* Broadcast frequencies are measured in "kilohertz."

Apostrophes:

Use an apostrophe to show possession. Pay close attention to whether the word is singular or plural. *Example:* Singular – The student's book...

Plural – The students' book...

To show possessive for singular nouns ending in an s, sh, or z sound, add an apostrophe after the final letter or add an apostrophe and another "s." *Example:* James' book or James's book.

With plural nouns, use an apostrophe alone (without an additional "s"):

Example: Mens' sweaters... The ladies' purses...

Apostrophes (continued):

Use an apostrophe to indicate the omission of letters or numbers: *Example:* California schools were the envy of the nation in the '60s. (Note that there is no apostrophe before the "s") We don't know the answer. (Note in the case of "don't" (didn't, doesn't), the apostrophe replaces the missing "o" in "do not.")

When to Use "It's" or "Its":

"It's" is a contraction of "it is." *Example:* It's well known that Allan Hancock College produces excellent students.

"Its" is possessive. *Example:* The dog ate its dinner. It's happy now.

Dashes (--) and Hyphens (-):

A dash separates phrases. The most common dash is a long line usually formed by two hyphens (--) but available on some computers as a single symbol (—). (Note: Put a space on both sides of a dash in all uses except the start of a paragraph.)

A dash is used to display emphasis. Sentences with dashes could stand alone without the interjected item. *Example:* Her speech—clearly a topic she believed in passionately—was a big hit.

A hyphen is a short line that connects the words that flank it. For this reason, spaces must not be used before or after a hyphen: *Example:* Two-year plan...full-time employee... Do not hyphenate words that end with "ly." *Example:* She is highly regarded in her field. Unlike multiple adjectives that precede a noun (e.g., a big, red balloon), words that require a hyphen make no sense if one word is omitted. *Example:* In the example of "two-year plan," it makes no sense to say a "two plan." Together, the words "two" and "year" form a unit. The first word modifies the word that follows. They must be hyphenated.

Hyphens:

Hyphens are joiners. They are used to avoid ambiguity or to form a single idea from two or more words. *Example:* The president will speak to small-business owners. Not: The president will speak to small business owners.

Use hyphens to link all words in a compound modifier (two or more words that express a single concept) that precedes a noun. Use hyphens to link all words in a compound except the adverb "very" and all adverbs ending in -ly. *Example:* The woman wore a bluish-green dress. Not: The theatergoers had a very-good time.

For the reader's sake, it is usually best to avoid hyphens or dashes altogether when dealing with numbers. Use the word "to" instead. *Example:* The workshop will be held from 7 to 9 p.m.

Ellipsis (...):

In general, treat an ellipsis as a three-letter word, constructed with three periods and two spaces, as shown here.

Use an ellipsis to indicate the deletion of one or more words in condensing quotes, texts and documents. Be especially careful to avoid deletions that would distort the meaning. Leave one regular space on both sides of an ellipsis. *Example:* The ceremony honored 12 brilliant professors ... all visiting the United States for the first time.

An ellipsis may also be used to indicate a pause or hesitation in speech, or a thought that the speaker or writer does not complete. *Example:* The instructor thought and thought ... and then thought some more. "I wonder ..." he said.

Bulleted Lists:

In general, capitalize the first word in each listed item, unless doing so is visually awkward. Use periods when each bulleted item is a complete sentence. Avoid commas or semicolons following items and do not use the conjunction "and" before the last item on the list.

Example:

The new facility will offer three advantages:

The leasing costs will be lower.

The commuting distance for most employees will be shorter.

The available work space will increase.

Example:

The new facility will offer three advantages:

Lower leasing costs

Shorter commuting distance

Expanded work space

If you cannot use a grammatically complete lead-in, use no punctuation at all:

Example:

The committee found that the employee

Did not cause the accident

Acted properly immediately after the accident

Reported the accident according to procedures

Publication Guidelines:

Designing, Printing, and Posting Documents

Recruitment, Institutional, and Instructional Documents:

A recruitment or outreach document is defined as any printed or website piece about the college or one of its programs that is not used primarily as a teaching tool in the classroom or as a communication device strictly among staff. Recruitment documents include, but are not limited to, fliers, brochures, direct mail pieces, media packets, some handbooks, newsletters, schedules, advertisements, catalogs, signage, posters, and performance programs.

Documents used only for staff communications, such as memos, letters to individuals, forms, and procedural manuals are considered to be institutional documents. Items for classroom use, such as syllabi, assignment sheets, and handouts are considered instructional documents. Items in these two categories are categorized as non-recruitment documents for purposes of this publication.

Required Information on Most Documents:

1. College Logo

All recruitment and most institutional documents, whether they are brochures, fliers, mailers, manuals, memos, or other items, must include a logo. A pre-designed memo shell is available on the myHancock portal under Work Tools.

Only the official logo is acceptable. Other configurations of the logo, including those created electronically by staff members or previous versions of the college logo, are unacceptable in all cases. At appropriate times, special occasion logos (such as the 100th anniversary logo) may be substitute for the standard college logo. The Public Affairs office will issue those logos.

To obtain the official logo, go to the Work Tools tab on myHancock and find the administrative tools channel. There you will find letterhead, memo shells, PowerPoint

presentation slides, along with the logo. The logo is also posted on the website in the Quick Links - logos.

The college's official Graphic Standards include more information on the proper use and placement of the logo as well as examples of improper alterations of the logo. The standards are posted on myHancock and on the website in the Quick Links – About AHC, Media Room.

Do not stretch or bend a logo to fit a space. Avoid stretching or molding the logo disproportionately to fit the space you have on the page. To resize the logo to fit a desired space, do so by using the corner sizing handles. This will resize the logo proportionally. The logo's dimensions must not be altered.

Correct:



Incorrect:



2. Nondiscrimination Statement

This statement must appear on all public materials with a "shelf life" of more than a couple of weeks.

The Allan Hancock Joint Community College District is committed to the active promotion of diversity and equal access and opportunities to all staff, students, and applicants, including qualified members of underrepresented/protected groups. The college assures that no person shall be discriminated against because of race, color, ancestry, religion, gender, national origin, age, physical/mental disability, medical condition, status as a Vietnam-era veteran, marital status, or sexual orientation.

Allan Hancock College will provide, upon request, alternate translation of its general information documents in large print, Braille, e-text, etc. Please call (805) 922-6966 ext. 3788.

3. Appropriate College Addresses and Phone Numbers

Allan Hancock College

800 South College Drive, Santa Maria, CA 93454–6399
(805) 922–6966

Allan Hancock College Vandenberg AFB Center

641 Utah Boulevard, Bldg. 13640, Room 216, Vandenberg AFB, CA 93437–6312
(805) 734–3500

Allan Hancock College Lompoc Valley Center

One Hancock Drive, Lompoc, CA 93436
(805) 735–3366

Allan Hancock College Public Safety Complex at the Lompoc Valley Center

One Hancock Drive, Lompoc, CA 93436
(805) 735–3366

Allan Hancock College Solvang Center

Located at the corner of Alisal Road and Elverhoy Way/Alisal Mesa Road
320 Alisal Road, Suite 306, Solvang, CA 93463
(805) 693–1543

When directing something directly to Santa Maria campus shipping and receiving, use the following address:

Allan Hancock College

1300 South College Drive, Santa Maria, CA 93454

4. Website Address

www.hancockcollege.edu

5. Others

When appropriate, recruitment documents may be required to have a list of board of trustees and the name of the superintendent/president.

Business cards, letterhead, and envelopes are provided only through Campus Graphics to maintain consistency with our graphic standards.

Procedures for Printing Recruitment Documents:

1. Prior Approval

All recruitment documents require Public Affairs and Publications office.

If you have not yet contacted Public Affairs for help in creating your document, go to the Campus Graphics' website or myHancock (you must have a login and password) and complete an electronic work order for your project. You can access it through myHancock or the college website.

Once in the system, your project will be forwarded to Public Affairs for review to finalize your document with a concentration on content, style, and presentation. This is important to ensure your project accomplishes your goals while maintaining consistency with district publication guidelines.

This review procedure is also necessary for all requests to reprint existing recruitment documents.

2. Graphic Design and Printing

Before Campus Graphics prints the document, you will be asked to proof it at least once. As a general rule, it will take two days to four weeks to complete the design, proofing, and printing phases, depending on the complexity of the project.

Fliers:

Just like other outreach documents, all fliers must have a logo, and all require Public Affairs review. Public Affairs has the responsibility of reviewing fliers to ensure their accuracy and design integrity, based on the college's graphic standards. This is necessary for the fliers requiring design and for fliers that are "ready to print" (camera ready).

Questions about Other Publications:

If your publication does not fall into any of the previous categories, or if you want help determining exactly what can be done to promote your program or course, call the Public Affairs and Publications office at ext. 3382 for guidance and support in reaching your goal.

Copy Services

Campus Graphics is the in-house design and printing department serving Allan Hancock College's administration, faculty, staff, and students. Campus Graphics provides the following services:

Full graphic services

Full-color and monochrome photocopying

Walk-up unassisted photocopying

Offset printing

Bindery

Wide format full color printing (posters and banners)

Laminating

Engraving

The Campus Graphics Online User Guide provides more information about services provided. To view the guide go to the Hancock website Quick Links and select "Campus Graphics" call ext. 3447 for more information.

All items produced and designed by Campus Graphics adhere to the college's graphic standards. A detailed outline of the graphic standards can be found on myHancock on the "Work Tools" tab.

The College Website

The college website uses the Omni Update content management system (CMS) that allows all programs and departments to make their own basic updates. For assistance with your web pages, contact:

Ron Kewish, Web Specialist, ITS
ext. 3264, rkewish@hancockcollege.edu

Phil Hamer, Web Content Coordinator, ITS
ext. 3469, phamer@hancockcollege.edu

Avoiding Bias

Gender:

Text intended to apply to both sexes should be free of references to gender. Avoid using “he” or “his” to replace “he/she” or “his/hers.” If extra words cause awkwardness, reword it to make the subject plural. Consider the following sentences and the solutions they present.

Example: Students should return their forms as quickly as possible to their teachers. All Students should pay their fees at registration.

Not: The student should return his form as quickly as possible to his teacher. Each student should pay their fee at registration.

Correct:

chairperson or chair
workforce
salesperson
firefighter
postal worker or mail carrier
worker’s compensation

Incorrect:

chairman
manpower
salesman
fireman
mailman
workman’s compensation

Disability:

Avoid certain words when referring to people with disabilities.

Correct:

Person who has...
Person who experienced...
Person with...
Person with a disability...
The person has...
A person who has a disability
Resulting from
Uses a wheelchair
Congenital disability
Without speech, or nonverbal
Seizures

Incorrect:

Victim...

Cripple/crippled
Afflicted by
Invalid

Wheelchair bound
Birth defect
Mute, or dumb
Fit

General Allan Hancock College Information

Quite often it is necessary to provide basic information about the college to an individual or organization. This section provides descriptions, varying in length and content, about the college. Use parts or all of the descriptions as needed.

Description #1 (short)

Allan Hancock College is an award-winning California public community college located in northern Santa Barbara County. Approximately 11,000 credit and 5,000 community education students choose Hancock each semester to begin a bachelor's degree, earn an associate degree, prepare for a career, or upgrade their skills. At Hancock, students "Start here. Go anywhere."

Description #2 (medium)

Allan Hancock College is an award-winning California public community college located in northern Santa Barbara County with locations in Santa Maria, Lompoc, Solvang, and at Vandenberg Air Force Base. Approximately 11,000 credit and 5,000 community education students choose Hancock each semester to begin a bachelor's degree, earn an associate degree, prepare for a career, or upgrade their skills.

Hancock's athletic program offers 13 men's and women's intercollegiate sports teams. It is one of the largest employers in northern Santa Barbara County, with an economic impact on the community is approximately \$147 million annually.

Allan Hancock College students consistently enjoy high acceptance rates to universities across the state and nation and strong employment opportunities in their chosen career fields. At Hancock, students "Start here. Go anywhere."

Description #3 (long)

Allan Hancock College one of the top community colleges in California and among the top 10 percent in the nation according to the Aspen Institute. It is located in northern Santa Barbara County with locations in Santa Maria, Lompoc, Solvang, and Vandenberg Air Force Base. Approximately 11,000 credit students and 5,000 community education students choose Hancock each semester to begin a bachelor's degree, earn an associate degree, prepare for a career or upgrade their skills.

The college offers degrees and certificates in more than 100 areas of study in 16 academic departments. The college challenges its students to excel in every way. In return,

(continues on next page)

Hancock students consistently enjoy high transfer acceptance rates to University of California and California State University campuses, including the highest transfer rate to Cal Poly, San Luis Obispo 14 years in a row.

In addition to courses preparing students who plan to transfer to four-year universities, Allan Hancock College offers many career technical education programs. There are programs in vibrant career fields like computer animation, automotive technology, emergency medical services, law enforcement, fire technology, dental assisting, registered nursing, paralegal, human services and many more. The college's Pacific Conservatory Theater (PCPA) is a nationally known and training program for actors and theater technicians. Allan Hancock College offers both community service classes and noncredit adult education classes to more than 20,000 people a year through its Community Education program. Noncredit courses are available in such fields as art, fitness, health and safety, parenting, career training, citizenship, English as a second language, among others, as well as many classes for seniors are available.

In 2011 and again in 2014, the Aspen Institute College Excellence Program ranked Allan Hancock College as among the top seven community colleges in California and one of the nation's top 10 percent.

Hancock's well known and much accomplished athletic program offers intercollegiate football, basketball, soccer, baseball, softball, golf, volleyball, track and field, swimming, and water polo.

Alumni success runs the gamut from Academy Award winners to superior court judges to the commandant of the U.S. Coast Guard.

The Allan Hancock College Board of Trustees is composed of five elected members from areas within the college district and one student representative. The total general fund budget is approximately \$61 million annually. Through payroll, purchasing and other expenditures, Allan Hancock College infuses approximately \$147 million into the local economy each year. A \$180 million general obligation bond passed in 2006 spurred a comprehensive building and technology improvement campaign that has produced new facilities and cutting-edge technology that will benefit generations to come. Allan Hancock College is open to high school graduates, anyone who is 18 years old or older and able to benefit from the instructional programs of the college, and/or high school juniors and seniors. Enrollment fees are the lowest in the nation. Financial aid, including a robust scholarship program, is available to assist students in reaching their educational goals.

Published by
the Office of Public Affairs and Publications
September 2015